



University  
*of* Exeter

# Fairtrade SMART Action Plan 2024 – 2026

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Action	Specific	Measurable	Appropriate	Realistic	Time	Who is Responsible	Status
The Partnership has a cross institutional working or coordinating group that meets regularly and formally leads on efforts to attain, or retain, Fairtrade University and College Award status.	Form a working group for the accreditation with a core team (to include direct student representation), <b>FT Working Group, Business Review Meetings</b>	Completion of meetings	Mandatory Criteria <b>MN001 (5 points)</b>	Yes – Meetings are scheduled	Fortnightly and Termly	RN	In progress – FT Working Group meeting – look at members of this group to include students
The partnership has a SMART action plan on Fairtrade.	Publish progress against the SMART Action Plan on the Eat and Shop web pages.	Creation of action plan and publish on web pages.	Mandatory Criteria <b>MN002 (10 points)</b>	Yes - Ongoing	Annual	FN	Completed
The partnership has published a public commitment of intent to support and champion Fairtrade	Formed within the last two years signed by senior management across the University. Need to evidence Guild Support.	Signed copy of policy	Mandatory Criteria <b>MN003 (10 points)</b>	Yes	Annual	FN / SL	In progress

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Put on a series of events and promotions for Fairtrade Fortnight in September/October 2025	Promotions to run in retail outlets / shops Fairtrade events and promotions to run in Forum across 2 weeks of Fairtrade Fortnight.	Completion of events with - Post-event feedback, Social media reach, Sales data	Mandatory criteria <b>MN004</b> (10 points)	Yes	Annually – 2 weeks Sept/Oct	DT / CT	In progress
Devise and deliver a campaign on Fairtrade, Trade Justice or Ethical Consumption.	To run in partnership with students.	Marketing Plan, Social Media Posts, Photo evidence, Campaign reach, Evaluation of impact	Mandatory criteria <b>MN005</b> (15 points)	Yes	Annually	ALL	In progress
Stock Fairtrade certified products – Tea, Coffee, Hot Chocolate, Chocolate, Cotton Clothing	All products stocked and working to increase the number of lines or items sold	Number of lines stocked, Number of items sold, Feedback from customers	Mandatory criteria <b>MN006</b> (10 points)	Yes	Annual Review	BH	In progress

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Stock at least one Fairtrade certified line in at least two of these categories – Soft Drinks, Wine or Beer, Health & Beauty, Savoury Snacks & Nuts, Cut Flowers, Fruit, Cotton Face Masks.	Stock a Fairtrade Wine within the Retail shops and Hospitality and Stock Fairtrade Soft Drinks within both Cafes and retail shops	Sales reports, order histories, photo evidence	Mandatory criteria <b>MN007</b> (10 points)	Yes	Annual Review	FN	In progress
There is up to date POS material in all relevant outlets, highlighting Fairtrade products and providing information on the benefits of Fairtrade.	Fairtrade Foundation POS Material – Postcards and Posters to be displayed along side Fairtrade Products. Fairtrade info on digital screens.	Photographic evidence.	Mandatory criteria <b>MN008</b> (10 points)	Yes	Annually – Reviewed at the start of term	CT	In progress
Complete the survey from the NUS about Fairtrade – send to students across the Uni via web links and social media	Put survey on our website / send via social media channels	Completion of survey. We will make the results public by uploading them onto our website.	Mandatory criteria <b>MN009</b> (5 points)	Yes	Annually	CT	In progress

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Provide and publicise opportunities for students to investigate Fairtrade, Trade Justice, or Ethical Consumption as part of their course work or dissertations.	Make opportunities available via website / online links / social media posts.	evidence of a well-publicised list of opportunities via different channels	Mandatory criteria <b>MN010</b> (5 points)				To discuss
Provide and publish an annual report on the findings and actions of our SMART plan	This could be a formal report, or a more informal display of outcomes, for example a page of outcomes on a website.	Published report	Mandatory criteria <b>MN011</b> (10 points)	Yes	Annually	FN	In progress – FN to create report and add to web pages
The University has at least one or more active policy which supports Fairtrade passes within the last three years and has them published online.	University's Fairtrade Policy	Published Policy	Leadership and Strategy criteria <b>LD002</b> (10 points)	Yes	Annually	SL / FN	In progress – Fairtrade policy to be reviewed

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Within the last two years, the partnership has analysed the inclusion of Fairtrade, trade justice & ethical consumption within other cross-cutting plans e.g. sustainability plan	Sustainable Food Policy	Published plan	Leadership and Strategy criteria LD003 (10 points)	Yes	Annually	RN/SL	In progress – RN to complete evidence of this
There is active leadership on Fairtrade, trade justice and ethical consumption issues from one or more senior members of staff.	Positive outcomes, Fairtrade and ethical trade considerations within job role.	Details of positive outcomes.	Leadership and Strategy criteria LD005 (15 points)	Yes	Annually	SL/RN	In progress – RN to complete evidence of this
The partnership has included Fairtrade and ethical consumption in staff and/or student inductions.	Colleague Guiding Principles Staff/Student Inductions web pages	Evidence of document and web pages with links	Campaigning & Influencing criteria CI001 (10 points)	Yes	Annually	DT	In progress

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The partnership has partnered with a local school and worked together on at least one project or campaign over the year.	Working with Chudleigh Primary School	Photo evidence of campaign/project, e-mail correspondence	Campaigning & Influencing criteria CI003 (10 points)	Yes	Annually	MD	In progress
Partnered with a local off-campus Fairtrade group and work together on at least one project or campaign over the year.	Devon & SW Fairtrade Group – attend meetings and investigate the options of working together on a upcoming project.	Meeting minutes, e-mail correspondence	Campaigning & Influencing criteria CI004 (10 points)	Yes	Approx. 6 weekly meetings	BH	In progress
The partnership has facilitated the creation of a local off-campus or school Fairtrade group, where one doesn't already exist.	Devon Schools Fairtrade Group	Meeting minutes, e-mail correspondence	Campaigning & Influencing criteria CI005 (15 points)	Yes	Ad hoc	MD / FN	In progress

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Collaborate with another aspiring Fairtrade University or College in achieving Fairtrade status.	Make contact with colleagues from other Universities to ask if they would like to become a Fairtrade University / work with a local University - Plymouth	Evidence of e-mails, correspondence with Uni's and SOS, joining the award programme. Visit to another University.	Campaigning & Influencing criteria <b>CI006 (15 points)</b>	Yes	Annually	FN / RN	In progress
Our work and support of Fairtrade has an effective and up to date web presence.	Ensure there is easy to find, constantly updated content on our Eat and Shop web pages. Student Guild to have links on their webpages to our pages.	Links to web pages	Campaigning & Influencing criteria <b>CI007 (5 points)</b>	Yes	Annually	CT	In progress
The partnership has utilised social media and other communication channels to communicate Fairtrade campaigns widely and successfully	Plan and deliver regular social media posts to promote and communicate our commitment to Fairtrade.	Evidence of schedule, posts, post likes, shares, reach.	Campaigning & Influencing criteria <b>CI008 (5 points)</b>	Yes	Monthly	CT	In progress

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The partnership has proactively shared one or more learning or best practice examples from their Fairtrade activities with the wider sector	Sharing with wider sector such as TUCO	Evidence of examples	Campaigning & Influencing criteria CI009 (10 points)	Yes	Annually	FN/RN	In progress
Ensure there is a strong Fairtrade presence at Fresher's Fairs / Welcome Week	Welcome Week - Eat and Shop stand with promotional material	Photo's evidence, e-mail correspondence relating to plans in place	Campaigning & Influencing criteria CI010 (10 points)	Yes	Annually - September	DT / CT / MD	In progress
Fairtrade, trade justice and ethical procurement considerations are taken into account in checklists or guidance for events.	Fairtrade Information on Event Exeter web pages	Web page links and evidence of content	Campaigning & Influencing criteria CI011 (10 points)	Yes	Annual review	FN	In progress

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The partnership has proactively publicised Fairtrade widely as an option for communal tea, coffee, hot choc & sugar in staff offices.	Posters displaying Fairtrade options – can purchase FT products from the MP Forum shop	Evidence of posters	Procurement, Retail & Catering criteria PLO01 (5 points)	Yes	Annually	MD	In progress
Catering providers offer Fairtrade certified products as standard in the following categories – Fruit, Juice, Tea, Coffee, Sugar, Chocolate, Wine	Fresh Ideas menus Event Exeter Menus Licensed premises?	Evidence of menus and photos	Procurement, Retail & Catering criteria PLO02 (10 points)	Yes	Annually	FN	In progress
Capture Fairtrade sales data for the previous two academic years and report back to the Fairtrade Foundation.	Data reports from MCR to show sales	Evidence of reports and of sending to the foundation	Procurement, Retail & Catering criteria PLO03 (15 points)	Yes	Annually	BH	In progress

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The partnership has included terms in tender documents that reference Fairtrade	Hot beverage and main catering produce supplier tender documents	Evidence of tender documents	Procurement, Retail & Catering criteria PL004 (15 points)	Yes	Annually	RN	In progress
There is a procedure and support in place to ensure any new food service tenants or retail/catering outlets provide Fairtrade products where possible.		SOP for Independent Traders	Procurement, Retail & Catering criteria PL005 (5 points)	Yes	Annually	RN	In progress
Fairtrade is served as standard in Hospitality across all products which have a Fairtrade option available	Show what Fairtrade products we offer within hospitality	Evidence of menus purchase orders, photo evidence of products	Procurement, Retail & Catering criteria PL006 (10 points)	Yes	Annual Review	MD	In progress

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In the last two years, the partnership has engaged with at least one of the following stakeholders to adopt or increase Fairtrade commitments – A relevant purchasing consortium, An existing supplier, An external brand or retailer.	Work with suppliers to look at Fairtrade offering and ways we can increase our offer.	Evidence of meetings and correspondence, evidence of new product offer as a result	Procurement, Retail & Catering criteria <b>PL007</b> (5 points)	Yes	Annually	RN	In progress
Sales promotions – discounts, competitions, loyalty cards are run on Fairtrade products periodically throughout the year across relevant retail outlets.	Barisca loyalty cards  Competitions	Evidence of loyalty cards	Procurement, Retail & Catering criteria <b>PL010</b> (5 points)	Yes	Annually	CT	In progress
The partnership can demonstrate an increase in the number of Fairtrade certified items and/or lines bought for sale in campus commercial outlets over the last two years.	Increase in the number of Fairtrade certified lines stocked or increase in financial sum of Fairtrade products bought for sale.	Reports to show increase of Fairtrade lines sold and photo evidence of new products	Procurement, Retail & Catering criteria <b>PL011</b> (15 points)	Yes	Annually	BH	In progress

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The partnership has successfully encouraged one or more teaching staff to take part in the SDG Teach-In.		Evidence of encouraging staff to take part – web page evidence, staff newsletter. Evidence from Teach-In rankings.	Research & Curriculum criteria RC001 (10 points)	Yes	Annually	FN	In progress
Within the last year, the partnership has peer-reviewed another Fairtrade University	Work with University of Plymouth to peer review their Fairtrade activities Visit to University of Reading	Evidence of meeting and peer review notes	Research & Curriculum criteria RC004 (5 points)	Yes	Annual meeting	RN / FN	In Progress



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